Men's Motor Coats, Newest London Models, including Burberry's Makes.



Macy's Linen Collars. Both Sides Pure Linen, 14c. Each; 6 First Fl., 30th St., rear.



## Men's Spring Suits at \$14.75

Retail Clothiers haven't given publicity to the fact, still it is true that many of them are to-day asking \$18.00 and in some instances \$20.00 for the same grade Suits they sold last Spring at \$15.00.

We suppose each dealer has his own economic reason to justify his individual advance. In the light of the above authentic information, our statements about these Suits at \$14.75 will be distinctly interesting.

We haven't endeavored to popularize our \$14.75 Suits by offering the same quality that competitors offer at \$15.00—with 25c clipped off the price. Not at all.

Last Spring it was ascertained by unbiased comparisons that our Suits at \$14.75 were every whit as good as Suits elsewhere at \$17.50—and much better than the ones that rivals sold at \$15.00. This Spring we have sustained the original style standard and goodness of our \$14.75 Suits without increasing the price, while others have raised prices all along the line without bettering qualities. That is why we should sell many times more Suits this season at \$14.75 than we did last season. The assortment includes:

Blue Serge Suits Black Serge Suits Blue Undressed Worsteds Black Undressed Worsteds | Fancy Tweed Suits

**Fancy Cheviot Suits** Fancy Cassimere Suits Fancy Worsted Suits

The price is \$14.75—and the claim that they are in every way equal to Suits sold elsewhere at \$18.00 and \$20.00 is absolutely true.

Men's Topcoats at \$14.75. Every word we have said about the Suits applies with equal force to the Topcoats.
Youths' \$12.00 Suits at \$9.94. Youths' \$15.00 Suits at \$12.75.

## Men's Light Weight Suede Gloves

These are ideal for either dress or street wear-gray or pearl These are ideal for either dress of State buttonhole, Paris point embroidery

#### Men's Custom Shirts New Spring Fabrics Are Ready Many Beautiful Weaves From

France, England, Austria and Scotland

The Shirtings are exquisite, and never have color combinations been so striking. Stripes, stripes, stripes. Your eyes almost tire looking at them. If you'd know the comfort of wearing Shirts made to your individual measurements and do not care to pay exorbitantly for it, you should give us your order. There are no better fabrics, no prettier designs than we show-and our prices are much less than they'll cost you elsewhere.

FRENCH, SCOTCH AND ENGLISH STRIPED MADRAS. simple or novel color combinations; plain negligee, \$2.49 and \$2.94; pleated bosom, \$2.99 and \$3.44.

SCOTCH CHEVIOTS, solid colors or stripes; plain negligee,

FRENCH, SCOTCH AND AUSTRIAN STRIPED MA-DRAS, light and dark grounds; plain negligee, \$3.44; pleated bosom, \$3.94.

ENGLISH, SCOTCH, FRENCH AND AUSTRIAN CORDED and Striped Dimities, Madras and Zephyrs; plain

negligee, \$3.94; pleated bosom, \$4.44.
SILK-AND-LINON, Jacquard weaves and stripes; plain negligee, \$4.44; pleated bosom, \$4.94.

Men's Custom-Make Full Dress Shirts-Ready-to-Wear These Shirts are made in our own custom shirt shop. Bosom and cuffs are fine linen imported by us from Ireland; body is made of very fine soft-finished muslin—all are coat style with cuffs attached. Were we to take your measure and make one of these Shirts for you individually, the price would be \$2.99. The specialty stores charge from \$3.50 to

We have a full range of sizes—and all the different sleeve lengths. We have these Shirts for men who wish style and quality

without extravagance - \$1.98. Madras-a blinding assortment of

Spring Shirts stripes and the prettiest Jacquard Percales and Soisettes -- scores of patterns -- \$1.44, \$1.98,

184 Fl., 34th St., rear.

### Fifty Thousand Londres Size Manila Cigars, Box of One Hundred \$2.97

These Cigars are superior to any domestic Cigar that sells at \$5.00 a hundred. That's the verdict of disinterested judges.

## \$2.00 and \$2.50 Knitted Scarfs, 94c

Here's the biggest values in Scarfs that we've ever offered.
Scarfs knitted of the very finest silk—accordion and crochet
aves—plain, two-toned, mottled and cross-striped effects in all

It's the first time Men's Knitted Scarfs have been knitted in tubular style—which dispenses with the centre seam on one side and makes the Scarf reversible. They are worth \$2.00 and \$2.50.

Choice 94c

Just From Paris. Silk Barathea Scarfs.

Large Folded Four-in-hand Scarfs made of pure silk Bara-thea—which is one of the best scarfing silks made. Soft and tractable, but with plenty of substance—twenty-one of the most popular colors of the sea-

Sold by others at \$2.00; our \$1 44

Just From Pekin. Pongee Silk Pajamas. Pajamas, made in Pekin of genuine Chinese Pongee Silk. The lightness, strength and coolness of Pongee make it the ideal fabric for Summer Pajamas. They are made on extra large models — roomy, comfortable.

Sold by others at \$6.00; our \$4.46

## Our Waferflex Derby, \$2.74

Our "Waferflex" is an ideal Spring Derbyespecially for young men. The favorite model is low crown, broad flat brim.

Made of fine fur felt, gros grain silk band and binding, imported leather inner band.

It is light, graceful, flexible and self-conformingblack only. Same quality is sold elsewhere at \$3.50;

Our Waferflex always gives permanent satisfaction.

#### The New "Parchment" Flex Derby

This season we introduce a new FLEX Derby. It is called "Parchment," and hundreds of them should be sold. Body made of clear nutria fur, which is yielded by the coypou, a beaver-like animal whose habitat is South America; finest silk band and banding. The same quality is sold elsewhere at \$6.00; our price \$4.49.

#### \$2.50 to \$4.00 Derby Hats at \$1.88

These Derbies would be remarkably cheap at \$1.88 if they were seconds. But they are strictly standard—full measure—in respect to quality. If you'd know why we offer \$2.50 to \$4.00 Derbies at \$1.88 we'll tell you:

Some of them are the Spring samples of a prominent manufacturer; the balance represents a factory clean-up. That's why we secured them at reduced prices.

### \$2.00 to \$3.50 Soft Hats at \$1.49

These are broken lines, aggregating about 400 Hats. Among them are some of Stetson's Black Hats in small shapes. All are from our regular stock-black, tan, brown, pearl and beaver-choice at \$1.49.

### Here Is the Tackle

No use overhauling the old Tackle when you can buy new at the following prices:

#### Sample Fishing Rods

Here are nearly one hundred Fishing Rods-mostly split bamboo of various sizes and weights for fly and bait fishing.

They became a little scratched when serving as samples.

Regular prices, \$2.97 to \$8.94 | Present prices, \$1.98 to \$4.96

SPLIT BAMBOO FLY OR BAIT

SPLIT BAMBOO FLY OR BAIT RODS, three pieces, extra tip, cork grip, nickel-plated mountings, silk-wound, solid metal reel seat; value \$2.00; special \$1.59.

SPLIT BAMBOO FLY OR BAIT RODS, extra good quality Calcutta bamboo; cork grip, nickel-plated mounting, wound with two-color silks at close intervals; value \$3.50; special \$2.69.

Other Ramboo Fly and Bait Ro

Other Ramboo Fty and Batt Roster STEEL BAIT AND FLY RODS, three pieces with detachable butt; corrugated nickel reel seat; value \$2.00; special \$1.30.

STEEL BAIT CASTING ROD, fitted with special large double ring guides; large agate tip and first guide; \$14 ft. long; special \$2.97.

"Featherweight" Single action Alumin.

QUADRUPLE CASTING REELS.

guadruple CASTING REELS, steel pivots and pinions, hard rubber sides; click and drag; 89-yd., \$1.49; 109-yd., \$1.69.

RECORD CASTING REELS, quadruple multiplying model; rubber side plates, steel pivots, axle and pinions; 80-yd., \$2.69; 100-yd., \$2.67.

SPLIT BAMBOO RODS, canewound grip; trumpet guides, closely wound with silk, nickel-plated mountings; value \$5.00; special \$3.74.

GREENHEART FLY RODS, extra selected wood; cork grip; wound with light green silk; snake guides; especially sdapted to trout fishing; value \$7.00; special \$5.49. ranging from 9% to \$17.40

STEEL BAIT RODS, 3-piece, with short detachable butt; corrugated nickel reel seat; agate tip and first guide; special \$2.69.

SINGLE-ACTION REELS, hard rubber side plates, nickel-plated; with click drag, 40-yd., 49e; 80-yd., 79e. Heet with click drag. 60-yd., \$1.64
SINGLE-ACTION GERMAN SIL-VER REELS, steel ratchet and click: hard rubber side plates; 60-yd., \$2.24; 80-yd., \$2.49; 100-yd., \$2.74. DOUBLE MULTIPLYING REEL, nickel-plated, hard rubber sides; click and drag; 40-yd., 44e; 60-yd., 49e; 80-yd., 59e; 100-yd., 69e.

"Senate" Double Multiplying Reels, jewel bearings; hard rubber sides, click and drag; 40-yd., \$1.49; 60-yd., \$1.69; 80-yd.,

Other Heard-braided Silk Lines, 25yard lengths, 24c and 28c.
Kelso Hard-braided Silk Lines,
25-yard lengths, 38c to 61c.
Kelso Bass Casting Silk Lines,
put up in glass tubes, 50 yards, 98c to 81.13.
Trout Flies, silk bedies on good gut and hooks, all the wanted varioties, dozen, 48c.

The Creeks, made of good quality willow, 69c to \$1.59.

FISH HOOKS, spring steel brands; including sproat, Carlisle, Aberdeon, Sneck, Pennell, O'Shaughnessy and other popular brands; snelled with good quality gut; package of six, 9e to 24e.

#### Havana Cigars—Reina Victoria Size Regular Price \$10.00 to \$11.00 Per Hundred Special at \$5.94 Per Hundred

If we were to name the brand, there's no question about what the result would be. However, we agreed not to advertise it. The Gigar is a popular seller in all the high-class cigar stores.



The chances in favor of our making a hit with your boy are about 180 to 1.

130 patterns in boys' Norfolk and double-breasted suits from which to pick a suit for l

Like the men's suits this year, our boys' suits include many rough faced fabrics, Don-egals and Bannockburns for instance.

Why long any longer, you long legged boy?
Your long trouser suits are here; boys' suits all over, in

spite of the long trousers.

A bargain right off the bat! 2880 pairs of boys' stockings—double heel and toe, "two-ribbed."

25c, every-day. 3 pairs for 50c. to-day. Fast black of course.

Another bargain, for beween the innings. Boys' sweater jackets.

Unusually good—regularly they would be \$2.00. \$1.35 makes them a "spe-

Caps-Made to match many of our boys' suits,

Soft attached collars endear Star" shirts and "Star" blouses to boys. "Khaki-flannel" for instance

makes a splendid blouse for hard play; \$1.25 and \$1.50. For the active, healthy boy-

"Star" nainsook athletic underwear-knee drawers and sleeveless shirts. Same fine quality as the

men's "Star" nainsook. Boys' riding breeches are one of the "hard things to

find" that are so easily picked up here. \$5 to \$10 ready to ride. All boys like "Injuns." Red-Man collars come in

their sizes too. "Basswood" and "Mashie" are favorites.

Both close-fitting fold-overs, with rounded corners. "Mashie" a little lower,

ROGERS PEET & COMPANY. Three Broadway Stores

at 13th st.

# Red-Man Collars

The usual show. There are about four million of them in the United

Graywood-2 for 25.

EARL & WILSON.

AMUSEMENTS. CITY THEATRE lath St. opp.
OPENING NEXT MONDAY Seats now
NIGHT NEXT MONDAY Seats now ANNA HELD
b her big success. M 888 INNOCENCE. STREE BELACOT West 44th St. Evs. 616.
FUTVESANT Mats. Thurs. 6 Set. 2:18.
DAVID THE LILY
BELANCO THE LILY PLAZA Daily Mat. Se. Eva. Sic., Sic., The., Joe Welch & Co., in "As Ellis Indiand." Juliot? Refer Bravios, so St., Mad. Av. Sidney Brow & Co., others. AMERICAN AMELIA BINGHAM BOLL BY BALL B ALL MEADIMERS. HAVE A 120th St. MRIVERSARY WEEK. Curtain rines ALL MEADIMERS. HAVE 1-165. LABOR TEMPLE "What Elnd of a God Dee the Rible Present." - Lee 14th St. & 2nd Av. turber by W. W. W. Witte. To-night-FREE. Motion Pictures. COLORIAL HENRY E MAUTO DIXEY & CO RAYMO DIXEY MAE. 28c MRS. EVA PAY, 5 other

GOLUMBIA. Burtesque, Lieily Mat, 18c, to Me-Gound & 47th. Evgs 25 to \$1. Smoking Permitted.



## Men's Clothing

Individuality in style, fashionable fabrics and good tailoring are among the strong points of the Suits that are included in this week's Clothing Exposition at our Broadway Store.

From \$15.00 up to the most elegant silk-lined suit at \$40.00, our fabrics are all wool.

Our Young Men's Suits in the new "Harvard" and "Broadway" styles are meeting with splendid success. The patterns include some very handsome stripes, checks and plaids.

\$15.00 to \$32.00.

COMENY dist St., bet. B'way & dib Av., Evs. 8:31
LAURENCH To Horrow 3:15.
LAURENCH The Three MACKEY
INVINO O'M. Dupont
BRIEUX PLAY A GREELLEANT SETT &
ABOL. Pie KLA UBER, "TIMEN": "Highy
interesting work. Admirable characteriation by Irving. Good acting by Miss HackASY.

tion by Irving. Good acting by Miss Hackney.
"COM SERRICIAL": "A play of strength and
interest."

GARRISON, "PRESSO": "You can lough alt
you like."
"It is humor justifes the play."
"SIN": "Brioux" is play displaying an amusing
effort to marry off girls and get insuey at the
same time: presented by Mr. Irving and
Miss Hackiney."
"HEMRALD": "Play is interesting and amusing. Well acted."
"RVENTING TEXAMORAM": "Mr. Irving
onrand the gratitude of an audience whom he
had interested in a unique play. Entertaining from start to finish. Ably rendered into
English and admirably performed."

MANNE ELIOTT'S THEATRE, Make Av. Byre. Ell. Medical But. Bwis & 6th Av. Barrison Culu's NUSBANDS Harry Barrison Culu's NUSBANDS Conce.

HACKETT 436 W. of F way. Even 8:16.
Matinee To morrow 2:15.
GRACE LA RUE IN HOLLY

NAZIMOVA'S OPEN ING NON. APR. 16.

38th Street.
MME. NAZIMOVA
SUL & SAN OFFICE NOW OPEN.

DALY'S Byay & Bith St. Evenings 430.
MARKETTA OLLY IS THE WHALWIND

PICTO - REPAIR SO, B' NAV & Stab. EVA. 6:18.
PICTO - REPAIR SO, Mailinee To-morrow 2:15
BLANGHE RING YAN REE GIRL.

BROADWAY Them. H. Way & eight. Eve. 8-15.
The JULY BACKEL ORS with NORA BAYES

CYRIL SCOTT IN THE LOTTERY MAN

CASINO BWAY & 19th St. EVA. 8:15.
WHITNEY Matinee To-morrow 2:15.
WHITNEY THE CROCOLAYE SOLDIER

LYRIC 42d St., W. of B way, Eva 8th.

Clyde Pheb's THE CITY

Greater Play.

WEST END 125th. W. of 5th Av. Rvs. 8:15.
Matinee To-marrow 2:15.
LEW FIELDW as OLD DUTCES.
N'xt Wa-Blanche Bates-The Fighting Hope"

NEW YORK'S LEADING THEATRES

EMPIRE B'way & 40th St. P.vs. &15.

A PORTRAYAL OF WELGH ANY ACTHERM
ETHEL BARRYMORE SHOULD RE
IN SHY A. W. PINERO'S MID-CHANNEL.

GARRICK M. St., Br. B'way, Eve. 8:18.
W. H. CRANE PATHER
AND THE BOYS.

LYCEUM W. 45th St., n'r B'way. Eve. 6:15.

MRS.FISKE THE GREEN
MRS.FISKE THE GREEN
MRS.FISKETHE GREEN

HUDSON W. 44th St., near B'way, Rv. 8:15.
Mass. To-mor'w 4 Wed. at 2:15.
THE SPENDTHRIFT EDMUND
EDMUND
EDMUND

by PORTER EMERSON BROWNE OVER NIGHT THE TALK OF THE TOWN.

CRITERION B'way & 44th St. Evs. #30.
"As tender as Little Level Fauntherroy
FRANCIS WILSON and 3 times
THE BACHELOR'S BAD T.

KRICKEROGGER B'WAY AS ST. EVR. at 8.
BEST OF ALL MUSICAL PLAYS.

THE DOLLAR PRINCESS

MEW AMSTERDAM THE ATTHE AND SELECTION HEART W. Savage A Wed. 2:15. O A M E X

NEW YORK B'way & 45th St. Eves. 8:15. Mats. To-mor'w & Wed. 2:15.

American—An extraordinary attraction—int of girls—wonderful costumes.

HENRY B. HARRIS presents

A S K Y L A R K

A New Whimsical Musical Corr.ody. Friams' Protto Next Sunday Night. Prices \$1.50 to \$2.00. Seats now selling.

LIBERTY West 45d St. EV. A:1A.
"Bon" sets it at any cost."—Eve. Bun
the Pantasitcal Husical Comput
THE ARCADIANS
WITH ITS WONDERFUL CAST OF 16".

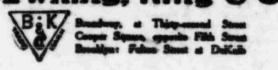
FORTUNE HUNTER

JOE WEBER'S BWAY, 30th St. RV. SEI THE LADY FROM LOBSTER SQUARE

MRAY POLLTON MALTON VANDE

CHARLES DILLINGHAM'S
GLOSE B'way & 46 Se.
Sec. 8:18.
Mate. To-mor'w & Wed. 2:15.

# Browning, King & Co





## Experience Teaches.

Every reason is a theory—until it is tried out. After that it is a fallacy or a fact. In other words, experience is the furnace which tests everything.

If proof is required of the good which Surface Car Advertising in New York City has accom-plished—all we ask to be allowed to do is to point to the long list of prom-inent business successes which this medium has made.

We call it the Approval of Experience.

control and sale of all advertising space in the

#### New York City Surface Cars 'And 5th Avenue **Auto Buses**

No patent medicines or objectionable announcements. Study the cards -we have a standard.

#### New York City Car Advertising Company 225 Fifth Avenue

Telephone 4680 Madison AMUSEMBENTS.

MADISON SQ. GARDEN TWICE DAILY.
213 4 8:15 P. M. LAST 8 DAYS
Last 2 Performances, Haturday April 25. C 持 を し S 400 SIATISTS

50 CLOWNS

125 MILES DESCRIPTION DESCRIPTION OF THE RUMBERS OF THE PROPERTY OF THE RUMBERS OF THE

COMEDY HIT SEVEN DAYS ACADEMY OF MUSIC. Eve #18. THE TRAVELING SALESMAN POPULAR PRICES. Male Weeks Colly Nest Weeks THE RSOLE int Week-Sapho POPULAR PRICE:

WALLACK'S Busy 4 500 St. EVE. 415 Alias JIMMY VALENTINE

THE NEW OTHEATRE BEENEOVEN

THAVE State St. DOLLAR A LEMMARS. Daily 20 4 60c.